

Human Events  
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Soc. 4.01.1 Bell-McClure  
Syndicate

## Importing Red Propaganda

Apparently in an effort to breach the "understanding gap" between the United States and the USSR, Bell-McClure Syndicate has decided to offer features on Russian life written by Soviet journalists.

John Osenenko, head of both Bell-McClure and the North American News Alliance, recently traveled to the Soviet Union to work out arrangements for the deal with Novosti, the Soviet news-gathering agency which specializes in feature stories.

Novosti's literary and picture items are circulated in 110 countries and it has contracts with over 6,000 foreign publications, including *Life*, *Look*, *Newsweek*, *National Geographic* and the *Saturday Evening Post*.

Recently interviewed by the U.S. trade journal *Editor & Publisher*, Osenenko said he intends to import "features on science, education, medicine, sports, food, fashion and health, but no political columns. If they do begin interjecting politics into their features, we'll drop them."

Osenenko also says: "We'll offer a minimum of three features per week and we'll have a 'Man in Moscow' type column for the editor's swipe-file. If our features do catch on, I'll be happy. I feel the country's ready for this and that it's long overdue, but it's a gamble, as I anticipate a great built-in resistance to everything Soviet from editors around the country."

*Human Events* can't speak for the editors, but a number of Soviet experts think Osenenko has latched onto a very bad idea. Those "non-political" features, says one knowledgeable Soviet observer, are pure propaganda in that they inflate Soviet achievements and normally picture the Communist system in the best light.

"In short," says another, "Osenenko will not only be importing Soviet propaganda, but giving it some added oomph, courtesy of Bell-McClure."